

EDITORIAL — EXECUTIVE BRIEFING

Archive Verification Briefing

Nine archive claims in one feature — which of them hold

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
AVB-27-047	September 2027	Editorial — Fashion Desk	6	Illustrative sample

The read

Seven of nine claims are supported by contemporary sources. One is supported only by later accounts that all trace to the same origin. One is wrong — the season is right and the house is not, and it appears twice in the piece.

9 Archive claims in the piece	7 Supported by contemporary sources	I Supported only by repetition	I Incorrect as filed
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FILE AS WRITTEN

- 01 Six attributions with contemporary show reports.
- 02 One date confirmed against the house's own release.

DO NOT FILE AS WRITTEN

- 01 One claim resting on three copies of one account.
- 02 One house attribution that is incorrect.



Taken live, and never twice.

THE SHOW · MCLEUKER HOUSE SET

SO WHAT

A correction is made of exactly this: a claim written from memory at eleven at night that nobody had time to check. The check took less time than the correction will.

Claim by claim

THE NINE

CLAIM	SOURCE FOUND	TYPE	VERDICT
Silhouette debut, SS04	Trade daily, contemporary	Primary	HOLDS
Designer tenure dates	House release, contemporary	Primary	HOLDS
First use of the technique	Monograph, +38 years	Secondary	UNSUPPORTED
Collection title	Show report, contemporary	Primary	HOLDS
House attribution, AW07	Show report, contemporary	Primary	INCORRECT
Fabric mill	Trade press, contemporary	Primary	HOLDS
Show venue	Contemporary press	Primary	HOLDS
Number of looks	Contemporary review	Primary	HOLDS
Retail reaction	Trade daily, contemporary	Primary	HOLDS

Verified against sources published at the time, not against later accounts of them. A claim confirmed by three books that all cite one catalogue has one source, not three.

SO WHAT

Eight of nine took under an hour to check between them. The ninth is the one that would have run, and it is the one that would have been corrected.



The show is forty minutes. It matters for the eight weeks after, when the same three silhouettes turn up in four unrelated line sheets.

MCLEUKER HOUSE SET

How the wrong one got in

THE INCORRECT CLAIM

What was written	The house showed it in AW07
What the record says	The season is right; a different house showed it
Where it came from	A secondary aggregator, uncited
Times it appears	Twice — in the standfirst and in the body
Correction cost, if published	A standing correction against the writer and the title

WHERE THE CHECK BELONGS

BEFORE FILING	Archive claims flagged at draft Not at sub stage, when there is no time left.
AT SUB	Sources attached to each claim So the sub is checking a source, not a memory.
AFTER	Claims and sources kept So the next piece does not re-derive them.

SO WHAT	The check is not slow. It is late — it currently happens at the point in the week when there is no time for it, which is the same as it not happening.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Correct the AW07 attribution in both places before filing	Fashion Editor	18 Sep	A correction runs against the title
Reword the unsupported technique claim or drop it	Fashion Editor	18 Sep	An unsourced claim is published as fact
Move archive checking from sub stage to draft stage	Managing Editor	30 Sep	The check keeps landing where there is no time
Keep the verified claims and their sources on file	Fashion Editor	30 Sep	The next feature re-derives all nine

SOURCES AND BASIS

Contemporary press — trade daily and monthly show reports, as published at the time.
House releases — as issued, dated.
Later accounts — monograph and aggregator entries, recorded as secondary and marked as such.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Archive Verification Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.